

BUSINESS

Business, English, and Language Arts

James Weckler, Division Dean
 Division Office, Room 301
 Mo Hassan, Department Chair, (831) 477-3201
 Aptos Counseling: (831) 479-6274 for appointment
 Watsonville Counseling: (831) 786-4734
 Call (831) 479-6478 for more information
<http://www.cabrillo.edu/programs>



Business Administration A.S.-T Transfer Degree

The Business program is designed to provide students with the theoretical and practical knowledge to prepare them for transfer to four-year institutions. The objective is to teach the fundamental principles underlying organizations, to emphasize education which will improve students' thought processes, to provide familiarity with the basic analytical tools of business and to develop in the student the ability to use the techniques involved in analyzing and evaluating business problems and finding reasonable solutions. Attention is focused on systems and quantitative analysis, accounting, business law, economics and mathematics. The General Business program offers several options. The first option listed below is the Associate in Science in Business Administration for Transfer (A.S.-T), which is intended for students who plan to complete a bachelor's degree in a similar major at a CSU campus.

Students completing these degrees are guaranteed admission to the CSU system, but not to a particular campus or major. This degree may not be the best option for students intending to transfer to a particular CSU campus or to a university or college that is not part of the CSU system.

See Associate Degree for Transfer information in the Cabrillo College Catalog. The following is required for all A.A.-T or A.S.-T degrees:

- Completion of 60 CSU-transferable semester units.
- Minimum grade-point average (GPA) of at least 2.0 in all CSU-transferable coursework. While a minimum of 2.0 is required for admission, some majors may require a higher GPA.
- Completion of a minimum of 18 semester units in the major with a letter grade of "C" or better, or a "P" if the course is taken on a "pass/no pass" basis. Note: this degree requires greater than 18 units in the major for completion.
- Certified completion of the California State University General Education-Breadth pattern (CSU GE Breadth) or the Intersegmental General Education Transfer Curriculum (IGETC) pattern.

Learning Outcomes

The Cabrillo College Core Competencies (with an emphasis in the study of Business):

1. Communication: Reading, Writing, Listening, Speaking and/or Conversing
2. Critical Thinking and Information Competency: Analysis, Computation, Research, Problem Solving

3. Global Awareness: An appreciation of Scientific processes, Global Systems and Civics, and Artistic Variety
4. Personal Responsibility and Professional Development: Self-Management and Self-Awareness, Social and Physical Wellness, Workplace Skills

CSU or IGETC for CSU General Education Requirements 37-39 Units

Core Courses (18 units)	Units
ACCT 1A Financial Accounting	4
ACCT 1B Managerial Accounting	4
ECON 1A Introduction to Macroeconomics	3
ECON 1B Introduction to Microeconomics	3
BUS 18 Business Law	4

List A* - Select one course from: (3-5 units)

BUS 9 Business Statistics	3
MATH 12 Elementary Statistics	5
MATH 12H Honors Elementary Statistics	5
MATH 13 Finite Mathematics	3
MATH 18 Business Calculus	4

List B - Select two courses from: (6-9 units)

Any course not used from List A above

or

BUS 5 Business Information Systems	4
BUS 20 Introduction to Business	3
BUS 52 Business Communications	3

Total Units **60**

*MATH 5A may be substituted for List A, only if accepted in the major by the specific destination CSU.

General Business A.A. Degree

Learning Outcomes

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1. Communication: Reading, Writing, Listening, Speaking and/or Conversing
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Model Program for Business

An Associate Degree requires 60 units appropriate to your educational goal, to include general education and at least 18 units in a major. Courses should be selected to meet the lower-division major preparation requirements at your intended transfer university - these specific requirements can be found at www.assist.org for 4-year public institutions in California. Please see a counselor for advisement to ensure you are taking the best possible courses given your goal.

The department presents the following suggested model program for this major. The courses listed below may or may not be appropriate depending on your specific goal. Please see a counselor for advisement for transfer to any 4-year institution.

A.A. General Education 30 Units

Core Courses (Choose 20 units) Units

ACCT 1A	Financial Accounting	4
ACCT 1B	Managerial Accounting	4
BUS 5	Business Information Systems	4
BUS 9	Business Statistics	3
BUS 18	Business Law	4
BUS 20	Introduction to Business	3
BUS 60	International Business	3
ECON 1A	Introduction to Macroeconomics	3
ECON 1B	Introduction to Microeconomics	3
MATH 13	Finite Mathematics	3
MATH 18	Business Calculus	4

Required of most business majors depending on university of transfer. See business adviser for specific .

Electives:	Units
(Any Course numbered 1-99)	10

Total Units 60

General Business (Occupational) A.S. Degree

Learning Outcomes

The Cabrillo College Core Competencies (with an emphasis in the study of Business):

1. Communication: Reading, Writing, Listening, Speaking and/or Conversing
2. Critical Thinking and Information Competency: Analysis, Computation, Research, Problem Solving
3. Global Awareness: An appreciation of Scientific processes, Global Systems and Civics, and Artistic Variety
4. Personal Responsibility and Professional Development: Self-Management and Self-Awareness, Social and Physical Wellness, Workplace Skills

A.S. General Education 21 Units

General Business Occupational Core Courses (25 Units)

ACCT 1A	Financial Accounting.....	4
BUS 5	Business Information Systems.....	4
BUS 18	Business Law.....	4
BUS 20	Introduction to Business.....	3
BUS 60	International Business.....	3
BUS 82	Marketing Principles.....	3
FIN 4	Money Management.....	4

Approved Electives (9 Units) Units

ACCT 1B	Managerial Accounting.....	4
BUS 9	Business Statistics	3
BUS 50	Advertising for Small Business.....	3
BUS 52	Business Communications.....	3
BUS 67	Human Relations and Resources.....	3
BUS 71	International Marketing	3
BUS 75	Business, Society and Government.....	3
BUS 88	Starting and Operating a New Small Business	3
BUS 89	Starting & Operating an eCommerce Business ...	3
BUS 199C	Career Work Experience Education	1 - 4

Electives:	Units
(Any Course numbered 1-199).....	5

Total Units 60

General Business Certificate of Achievement

Learning Outcomes

The Cabrillo College Core Competencies (with an emphasis in the study of Business):

1. Communication: Reading, Writing, Listening, Speaking and/or Conversing
2. Critical Thinking and Information Competency: Analysis, Computation, Research, Problem Solving
3. Global Awareness: An appreciation of Scientific processes, Global Systems and Civics, and Artistic Variety
4. Personal Responsibility and Professional Development: Self-Management and Self-Awareness, Social and Physical Wellness, Workplace Skills

General Business Occupational Core Courses (25 Units)

ACCT 1A	Financial Accounting.....	4
BUS 5	Business Information Systems.....	4
BUS 18	Business Law.....	4
BUS 20	Introduction to Business.....	3
BUS 60	International Business.....	3
BUS 82	Marketing Principles.....	3
FIN 4	Money Management.....	4

Required Courses

CABT 157	Business and Technical Writing	3
or		
ENGL 100	Elements of Writing.....	3
or		
ESL 100	High Advanced Academic ESL	4-6
or		
ENGL 1A/1AH/1AMC/1AMCH		3

Total Units 28

Entrepreneurships/Small Business Skills Certificate

Students pursuing the Skills Certificate in Entrepreneurships/Small Business will be learning the fundamentals of small business planning and management. The certificate is designed to prepare students for the challenges they may encounter in establishing and operating a small business. Program Learning Outcomes: Upon completion students will be able to: Critically evaluate business plans and describe the processes required to establish, operate and measure the viability of a small business. Assess and analyze costs and revenues of a small business. Comprehend the dynamics and operations of an e-commerce business.

Learning Outcomes

1. Develop a viable business plan and venture creation plan.
2. Assess market and competitive alternatives and develop Marketing strategies.
3. Develop strategies to create value for both the customers and the organization.
4. Develop and assess financial plans or start-up capital and operations.

Certificate Requirements:

BUS 50	Advertising for Small Business	3
BUS 88	Starting and Operating a New Small Business	3
BUS 89	Starting & Operating an eCommerce Business ...	3

Take two of the following		Units
ACCT 151A	Introduction to Accounting: Bookkeeping Concepts.....	4
or		
BUS 18	Business Law.....	4
or		
BUS 52	Business Communications.....	3
or		
BUS 60	International Business.....	3
or		
BUS 67	Human Relations and Resources.....	3
or		
BUS 82	Marketing Principles.....	3
or		
FIN 4	Money Management.....	4
Total Units		15 - 17

Business Courses

BUS 5 Business Information Systems

4 units; 3 hours Lecture, 3 hours Laboratory
 Repeatability: May be taken a total of 1 time.
 Introduces business information systems, the importance of business intelligence in maintaining competitive advantage, ethical issues in business intelligence, concepts of databases and data storage systems, supply chain information systems, customer relationship systems, enterprise resource planning systems, and concepts of eBusiness and wireless technology in business. May be offered in a Distance-Learning Format.
Transfer Credit: Transfers to CSU; UC. C-ID: BUS 140

BUS 9 Business Statistics

3 units; 3 hours Lecture, 1 hour Laboratory
 Prerequisite: MATH 142 or MATH 142B or MATH 152 or equivalent skills.
 Repeatability: May be taken a total of 1 time.
 Teaches the collection and presentation of data; measures of central tendency, dispersion, probability, sampling distributions, statistical inference, regression correlation, index numbers, time series analysis, and forecasting. Excel will be introduced for some statistical tests. May be offered in a Distance-Learning Format.
Transfer Credit: Transfers to CSU; UC, with limits: BUS 9, PSYCH 2A and MATH 12/12H combined: maximum credit-1 course.

BUS 18 Business Law

4 units; 3 hours Lecture, 2 hours Laboratory
 Repeatability: May be taken a total of 1 time.
 Introduces the United States justice system, covering and relating criminal, civil, employment, torts and contract laws to business operations. History and nature of law, court systems, administrative agencies, crimes, cyber law, the formation and operation of contracts, corporate organization structures, ethical decisions and corporate responsibility and antitrust laws will be covered. May be offered in a Distance-Learning Format.
Transfer Credit: Transfers to CSU; UC. C-ID: BUS 120

BUS 20 Introduction to Business

3 units; 3 hours Lecture
 Repeatability: May be taken a total of 1 time.
 Surveys business principles, problems, practices and procedures. Discussions of the nature of business, ownership, recruitment and training of personnel, labor-management relations, production and distribution of goods, competition, profit, transportation, finance, government, business relations and the interaction of business with society. May be offered in a Distance-Learning Format.
Transfer Credit: Transfers to CSU; UC. C-ID: BUS 110

BUS 50 Advertising for Small Business

3 units; 3 hours Lecture, 2 hours Laboratory
 Repeatability: May be taken a total of 1 time.
 Teaches advertising and promotion for small businesses, emphasizing local and regional media. Covers media planning, budgeting, and purchasing, media creation, design and layout for television, radio, newspaper, magazine, brochures, flier, outdoor, direct mail, web, press releases and more as marketing tools. May be offered in a Distance-Learning Format.
Transfer Credit: Transfers to CSU.

BUS 52 Business Communications

3 units; 3 hours Lecture
 Prerequisite: ENGL 1A/1AH/1AMC/1AMCH.
 Repeatability: May be taken a total of 1 time.
 Introduces business communication examining form, structures, and style specific to the business environment, focusing on written communication, develops the skills needed in today's global business environment. Introduces business communication examining form, structures, and style specific to the business environment, focusing on written communication, develops the skills needed in today's global business environment. May be offered in a Distance-Learning Format.
Transfer Credit: Transfers to CSU. C-ID: BUS 115

BUS 60 International Business

3 units; 3 hours Lecture
 Repeatability: May be taken a total of 1 time.
 Provides general knowledge of international markets and business. Covers organizational and business techniques for various cultures, and markets including: cultural differences, political economy, economic integration, exporting, importing, currency exchange markets and global marketing strategy. May be offered in a Distance-Learning Format.
Transfer Credit: Transfers to CSU.

BUS 67 Human Relations and Resources

3 units; 3 hours Lecture

Repeatability: May be taken a total of 1 time.

Applies the principles of motivation, leadership fundamentals, quality improvement, communication, cultural awareness, and organizational structure as they pertain to Human Resources. Topics include motivational theories, business ethics, employee training, conflict resolution, leadership styles, and international cultural awareness. May be offered in a Distance-Learning Format.

Transfer Credit: Transfers to CSU.**BUS 71 International Marketing**

3 units; 3 hours Lecture

Repeatability: May be taken a total of 1 time.

Focuses on the impact of cultural and economic elements on global trade and opportunities; designed to promote an understanding of the impact a country's culture and environment have on the marketing plan and marketing strategies. May be offered in a Distance-Learning Format.

Transfer Credit: Transfers to CSU.**BUS 75 Business, Society and Government**

3 units; 3 hours Lecture

Repeatability: May be taken a total of 1 time.

Teaches the relationship dynamics between business, government, and society. Critically examines how business ethics, global environment, social factors, and government regulations influence business decisions, consumers, and legislators. Analyzes and compares the advantages and disadvantages of socially responsible and economic business models. May be offered in a Distance-Learning Format.

Transfer Credit: Transfers to CSU.**BUS 82 Marketing Principles**

3 units; 3 hours Lecture

Repeatability: May be taken a total of 1 time.

Teaches the application of business marketing concepts and principles. Course introduces and analyzes the marketing mix (product, price, promotion, and placement) and marketing strategies as they pertain to business operations. Provides general and practical knowledge on marketing research, target market analysis, consumer behavior and promotional campaigns. May be offered in a Distance-Learning Format.

Transfer Credit: Transfers to CSU.**BUS 88 Starting and Operating a New Small Business**

3 units; 3 hours Lecture, 1 hour Laboratory

Repeatability: May be taken a total of 1 time.

Teaches skills to succeed in new ventures: legal steps, paperwork, start-up capital, demand, pricing, business feasibility, location, expenses, cash flow, marketing and business plan. May be offered in a Distance-Learning Format.

Transfer Credit: Transfers to CSU.**BUS 89 Starting & Operating an eCommerce Business**

3 units; 3 hours Lecture, 2 hours Laboratory

Repeatability: May be taken a total of 1 time.

Teaches eCommerce for new or existing businesses planning to create a professional business presence online. Covers eCommerce, designing a website, web assets, technology, web architecture, web sales, security, online advertising, maintaining the website, legalities and using professional software. May be offered in a Distance-Learning Format.

Transfer Credit: Transfers to CSU.**BUS 163 Global Business Management**

3 units; 3 hours Lecture

Repeatability: May be taken a total of 1 time.

Introduces basic management principles, concepts and practices. Explains management functions and leadership styles. Current issues and trends integrated throughout the course. May be offered in a Distance-Learning Format.

Transfer Credit: Non-transferable.**BUS 190AZ Special Topics in Globalization, Business and Society**

1 – 4 units; 1 – 4 hours Lecture

Repeatability: May be taken a total of 1 time.

Examines the impact of globalization and technological innovations on modern society, trade, and business practices. Also examines how a specific culture and society manifest itself in business negotiations, etiquette, and world trade. May focus on a specific country, region, or area to examine the impacts and manifestations. May be offered in a Distance-Learning Format.

Transfer Credit: Non-transferable.